



WXYZ

# ORDER

Print Date 08/17/12

Page 1 of 4

Flight Dates **08/03/12-08/07/12**

Contract / Revision      **306803 /**      **Michigan Fri 8.3 thru 9am Tue 8.7**

Original Date / Revision      Agency Com      15%

08/02/12    08/03/12      Billing Contact

Advertiser **Durant / Republican / US Se**  
**201 N Union Street - Suite 200**  
**Alexandria, VA 22314**

Agency    **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200**  
**Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **189**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	59	\$30,770.00	\$36,200.00	0.00	07/30/12	08/07/12	59	\$30,770.00	\$36,200.00
<b>Totals</b>	<b>59</b>	<b>\$30,770.00</b>	<b>\$36,200.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/03/12	08/03/12	5am News M-F 5am News M-F	CM	5-6am M-F	----F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					2	\$400.00		0.00			
N 2	WXYZ	08/03/12	08/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT-----	:30	4	\$200.00	P-4	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----					0	\$0.00		0.00			
Week:		08/06/12	08/12/12	MT-----					4	\$200.00		0.00			
N 3	WXYZ	08/03/12	08/07/12	6am News M-F Action News 6am	CM	6-7am M-F	MT--F--	:30	4	\$800.00	P-3	0.00	NM	6	\$4,800.00



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Page 2 of 4

Contract / Revision **306803** Flight Dates **08/03/12-08/07/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/03/12

Order Sep 00:20:00

Advertiser **Durant / Republican / US S** Product **Michigan Fri 8.3 thru 9am T** Estimate # **189**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	08/03/12	08/07/12	6am News M-F Action News 6am	CM	6-7am M-F	MT--F--	:30	4	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		2			\$800.00		0.00			
Week:		08/06/12	08/12/12	MT-----		4			\$800.00		0.00			
N 4	WXYZ	08/04/12	08/04/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-		2			\$300.00		0.00			
N 5	WXYZ	08/05/12	08/05/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	2	\$275.00	P-3	0.00 NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S		2			\$275.00		0.00			
N 6	WXYZ	08/03/12	08/07/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT--F--	:30	4	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		2			\$800.00		0.00			
Week:		08/06/12	08/12/12	MT-----		4			\$800.00		0.00			
N 7	WXYZ	08/04/12	08/04/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-		2			\$350.00		0.00			
N 8	WXYZ	08/05/12	08/05/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S		2			\$350.00		0.00			
N 9	WXYZ	08/04/12	08/04/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-		2			\$350.00		0.00			
N 10	WXYZ	08/05/12	08/05/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S		2			\$300.00		0.00			
N 11	WXYZ	08/03/12	08/07/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	----F--	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		1			\$450.00		0.00			
Week:		08/06/12	08/12/12	-----		0			\$0.00		0.00			
N 12	WXYZ	08/06/12	08/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M-----	:30	1	\$200.00	P-4	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----		1			\$200.00		0.00			
N 13	WXYZ	08/03/12	08/07/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S		2			\$400.00		0.00			
Week:		08/06/12	08/12/12	-----		0			\$0.00		0.00			
N 14	WXYZ	08/03/12	08/07/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M--F--	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--		1			\$400.00		0.00			



WXYZ

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Page 3 of 4

Contract / Revision **306803** Flight Dates **08/03/12-08/07/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/03/12

Order Sep 00:20:00

Advertiser **Durant / Republican / US S** Product **Michigan Fri 8.3 thru 9am T** Estimate # **189**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WXYZ	08/03/12	08/07/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M--F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$400.00		0.00			
N15	WXYZ	08/03/12	08/07/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M--F--	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$750.00		0.00			
Week:		08/06/12	08/12/12	M-----					1	\$750.00		0.00			
N16	WXYZ	08/03/12	08/07/12	12p Noon News 12n-1p	CM	12-1pm M-F	M--F--	:30	1	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$300.00		0.00			
Week:		08/06/12	08/12/12	M-----					1	\$300.00		0.00			
N17	WXYZ	08/03/12	08/07/12	5p News 5-6pm M-F	CM	5-6pm M-F	M--F--	:30	2	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					2	\$500.00		0.00			
Week:		08/06/12	08/12/12	M-----					2	\$500.00		0.00			
N18	WXYZ	08/03/12	08/07/12	6p News 6-630pm M-F	CM	6-630pm M-F	M--F--	:30	1	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$1,100.00		0.00			
Week:		08/06/12	08/12/12	M-----					1	\$1,100.00		0.00			
N19	WXYZ	08/03/12	08/07/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$700.00		0.00			
Week:		08/06/12	08/12/12	-----					0	\$0.00		0.00			
N20	WXYZ	08/03/12	08/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$750.00		0.00			
Week:		08/06/12	08/12/12	-----					0	\$0.00		0.00			
N21	WXYZ	08/03/12	08/03/12	7p News M-F 7-730p	CM	7-730pm M-F	----F--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$1,100.00		0.00			
N22	WXYZ	08/06/12	08/06/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$600.00	P-4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$600.00		0.00			
N23	WXYZ	08/03/12	08/07/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	M--F--	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$1,800.00		0.00			
Week:		08/06/12	08/12/12	M-----					1	\$1,800.00		0.00			
N24	WXYZ	08/03/12	08/07/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MI--FSS	:30	4	\$1,100.00	P-4	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----FSS					3	\$1,100.00		0.00			
Week:		08/06/12	08/12/12	M-----					1	\$1,100.00		0.00			



WXYZ

Print Date: 08/17/12

Page 4 of 4

Contract / Revision     **306803**     Flight Dates **08/03/12-08/07/12**

Hiatus Dates

Original Date / Revision    08/02/12/    08/03/12

Order Sep    00:20:00

Advertiser    **Durant / Republican / US S**    Product **Michigan Fri 8.3 thru 9am T**    Estimate #    **189**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WXYZ	08/03/12	08/03/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M-- --F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$900.00		0.00			
N26	WXYZ	08/06/12	08/06/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MT-----	:30	1	\$450.00	P-4	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$450.00		0.00			
N27	WXYZ	08/04/12	08/04/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$100.00		0.00			
Totals														59	\$36,200.00